

AMENDMENT TO THE CLAIMS:

Please cancel claims 18-24 without prejudice or disclaimer and add rewritten claims 45-51 as follows:

Claims 1-44 (canceled)

Claim 45 (new): An Internet-based method of delivering consumer service information to consumers in the marketplace, said Internet-based method comprising the steps of:

(a) for a plurality of consumer services offered within the marketplace, having the service provider of said plurality of consumer services and/or an agent thereof, access a relational database and store therein, information elements representative of

(1) a plurality of service identifiers (SIDs) assigned to said plurality of consumer services and registered with said relational database, and

(2A) a servicemark (SM) symbolically linked to each said SID,

(2B) a service description (SD) symbolically linked to each said SID, and

(2C) one or more uniform resource locators (URLs) symbolically linked to each said SID,

wherein each said URL specifies the location of an information resource located on the Internet and related to one of said plurality of consumer services registered with said relational database by said service-provider, and

wherein a data link is created and maintained between the SID, SM, SD and URLs of each said consumer service registered with said relational database;

(b) operably connecting an Internet information server to the infrastructure of the Internet and to said relational database, so as to enable said Internet information server to service a request made by an Internet-enabled client computer, for information on the Internet about one of said plurality of consumer services registered with said relational database;

(c) operably connecting one or more Internet-based service information servers, to the infrastructure of Internet, in which information resources related to one or more of said plurality of consumer services and are stored at said plurality of URLs;

(d) operably connecting a plurality of Internet-enabled client computers to the

infrastructure of the Internet;

(e) transmitting from at least one of said Internet-enabled client computers, a request for information on the Internet about a consumer service registered with said relational database, wherein each said request transmitted by said Internet-enabled computer may include either the SID, SM and/or SD symbolically linked to the SID assigned to a registered consumer service on which consumer service information on the Internet is being sought by a consumer within said marketplace; and

(f) receiving at said Internet information server, the request transmitted by said Internet-enabled client computer, and recovering the SID, SM and/or SD contained in said request so as to enable said Internet information server to access said URLs symbolically linked to the SID, SM and/or SD and stored in said relational database, and then transmit said accessed URLs to said Internet-enabled client computer for display to and use by a consumer in accessing information resources stored in said Internet-based service information servers, at said URLs.

Claim 46 (new): The method of claim 45, wherein said SID assigned to each said consumer service is a unique Uniform Service Number (USN) number assigned to said consumer service.

Claim 47 (new): The method of claim 45, wherein said information resources contain multimedia information content relating to one or more of said plurality of consumer services.

Claim 48 (new): A system for delivering consumer service information to consumers within a marketplace, said system comprising:

a relational database accessible by the service-provider of a plurality of consumer services offered for sale within a retail store environment, and/or by an agent thereof, for storing therein information elements representative of

(1) a plurality of service identifiers (UPNs) assigned to a plurality of SID-labeled consumer services manufactured by said service-provider and registered with said relational database, and

(2A) a servicemark (SM) symbolically linked to each said SID,

(2B) a service description (SD) symbolically linked to each said SID, and

(2C) one or more uniform resource locators (URLs) symbolically linked to each

said SID,

wherein each said URL specifies the location of an information resource located on the Internet related to one of said plurality of consumer services registered with said relational database by said service-provider, and

wherein a data link between the SID, SM, SD and URLs of each said consumer service registered in said relational database;

an Internet information server, operably connected to the infrastructure of the Internet and said relational database, and being capable of servicing a request made by an Internet-enabled client computer, for information on the Internet about one of said plurality of consumer services registered with said relational database;

a plurality of Internet-based service information servers, each operably connected to the infrastructure of Internet and storing information resources located at one or more of said plurality of URLs stored in said relational database, and being related to one or more of said plurality of consumer services; and

a plurality of Internet-enabled client computers installed within said marketplace, each said Internet-enabled client computer being operably connected to the infrastructure of the Internet and being capable of transmitting a request therefrom for information resources on the Internet about a consumer service registered with said relational database;

wherein each said request may include either the SID, SM and/or SD symbolically linked to the SID assigned to a registered consumer service on which consumer service information on the Internet is being sought by a consumer within said retail store environment,

whereby each request transmitted by said Internet-enabled client computer is received by said Internet information server, and the SID, SM and/or SD contained in said request is recovered by said Internet information server and used to access said URLs symbolically linked to the SID, SM and/or SD and stored in said relational database, and said URLs accessed from said relational database are transmitted to said Internet-enabled client computer for display to and use by a consumer in accessing information resources stored in said Internet-based service information servers, at said URLs.

Claim 49 (new): The system of claim 48, wherein said SID assigned to each said consumer service is a unique Uniform Service Number (USN) number assigned to said consumer service.

Claim 50 (new): The system of claim 48, wherein each said Internet-enabled client computer comprises an Internet browser program enabling either the SID, SM and/or SD symbolically linked to the SID of a registered SID-labeled consumer service, to be used to access consumer service information contained within said Internet-based service information servers on the Internet.

Claim 51 (new): The system of claim 48, wherein said information resources contain multi-media information content relating to one or more of said plurality of SID-labeled consumer services.